



CLAIM AMENDMENTS

1. (Currently Amended) A method comprising:
monitoring a watermark included with the play of an advertisement; ~~and~~
accruing a credit after determining that the advertisement was played; ~~and~~
associating an indication that an advertisement was played with an identifier for a
particular user.
2. (Original) The method of claim 1 wherein accruing a credit includes allowing
access to content.
3. (Original) The method of claim 1 wherein accruing a credit includes accruing a
reward in return for playing the advertisement.
- 27 4. (Original) The method of claim 3 including accumulating rewards for successively
playing advertisements.
5. (Currently Amended) The method of claim 1 wherein monitoring the watermark
~~play of an advertisement~~ includes determining that the advertisement was played at a
predetermined speed.
6. (Currently Amended) The method of claim 1 including monitoring the watermark
included with play of a recorded advertisement.
7. (Currently Amended) The method of claim 1 wherein monitoring the watermark
~~play of an advertisement~~ includes determining whether the advertisement was played at an
intended time.

~~Claim 8 (Cancelled)~~

9. (Currently Amended) The method of claim 1 including controlling operation of a
media player in response to monitoring the watermark ~~play of an advertisement.~~

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~~Claim 10 (Cancelled)~~

11. (Currently Amended) An article comprising a medium storing instructions that, if executed, enable a processor-based system to:

monitor a watermark included with the play of an advertisement; and
accrue a credit after determining that the advertisement was played; and
associate an indication that an advertisement was played with an identifier for a particular user.

12. (Currently Amended) The article of claim 11 further storing instructions that, if executed, enable the processor-based system to allow access to content in return for playing the advertisement.

27 13. (Currently Amended) The article of claim 11 further storing instructions that, if executed, enable the processor-based system to accrue a reward in return for playing the advertisement.

14. (Currently Amended) The article of claim 13 further storing instructions that, if executed, enable the processor-based system to accumulate rewards for successively playing advertisements.

15. (Currently Amended) The article of claim 11 further storing instructions that, if executed, enable the processor-based system to determine that an advertisement was played at a the predetermined speed.

16. (Currently Amended) The article of claim 11 further storing instructions that, if executed, enable the processor-based system to monitor the watermark included with play of a recorded advertisement.

17. (Currently Amended) The article of claim 11 further storing instructions that, if executed, enable the processor-based system to determine whether the advertisement was played at an intended time.

~~Claim 18 (Cancelled)~~

19. (Currently Amended) The article of claim 11 further storing instructions that, if executed, enable the processor-based system to control ~~the~~ operation of a media player in response to monitoring the watermark ~~play of an advertisement~~.

~~Claim 20 (Cancelled)~~

21. (Currently Amended) A system comprising:
a processor-based device;
a media player coupled to said processor-based device; and
a watermark detector coupled to said media player, said watermark detector to detect a watermark ~~detects watermarks in advertisements in~~ included with an advertisement ~~advertisements and to control~~ controls the operation of said media player in response to the detection of the watermark ~~play of an advertisement~~.

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Cont'd

22. (Currently Amended) The system of claim 21 further including a storage coupled to said device, said storage storing instructions that, if executed, enable the processor-based device to monitor the watermark included with the ~~play of an~~ advertisement and accrue a credit after determining the advertisement was played.

23. (Currently Amended) The system of claim 22 wherein said storage stores instructions that, if executed, enable the device to allow access to content through said media player.

24. (Currently Amended) The system of claim 22 wherein said storage stores instructions that, if executed, enable the device to accrue a reward in return for playing the advertisement.

25. (Original) The system of claim 21 wherein said watermark detector determines whether an advertisement was played at a predetermined speed.

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26. (Original) The system of claim 21 wherein said storage stores content for subsequent replay by said media player.

27. (New) The method of claim 1 including determining that the advertisement was played, based on the watermark.

28. (New) The article of claim 11 storing instructions that, if executed, enable the processor-based system to determine that the advertisement was played, based on the watermark.

ad 29. (New) A method comprising:
monitoring a watermark included with an advertisement;
accruing a credit after determining that the advertisement was played; and
controlling operation of a media player in response to monitoring the watermark.

30. (New) An article comprising:
a medium storing instructions that, if executed, enable a processor-based system to:
monitor a watermark included with an advertisement;
accrue a credit after determining that the advertisement was played; and
control operation of a media player in response to monitoring the
watermark.
